

J.W. Smith

Building Address

512-514 Broadway

History of Project

The J.W. Smith Building, a two-story brick Victorian, was built in 1880. The structure originally housed a meat market and the Sheboygan Falls post office. Through the years the building housed many different businesses, including flower shops, a beauty salon, and a hardware store. The structure retained much of its historic integrity until the 1950s, when inappropriate materials, signage, and windows were



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added to the façade. From the late 1980s until 1995, the building was empty. In 1991, the Falls Facelifters, a local volunteer design group, replaced the damaged roof to prevent further damage to the structure.

Bemis Manufacturing, the largest employer in Sheboygan Falls, acquired the building in 1994. The plastic injection molding company, which employs 3,000 people nationally, manufactures plastic household products. Prior to the acquisition, Bemis operated an employee outlet store at one of its

plants. In 1992, Bemis experimented during Sheboygan Falls Main Street's Home and Hearth Promotion with a showroom and sale in a downtown location. The one-day event was an outstanding success. The J.W. Smith Building is now a unique showroom and outlet store for the company.

Scope of Project

This historic-tax credit project involved the total reconstruction of the storefront in order to bring back the 1880 appearance. Wood bulkheads were built, and true divided light windows now span the storefront from the bulkhead to the cornice. Original style doors were installed and the gray paint was removed from the cream city brick. The building's cornices were repaired and painted with a four-color scheme, and the original exterior stairway was replaced.

Bemis chose an industrial but contemporary look on the interior of the building, complete with steel railings and aluminum plate stairs. The entire floor was replaced with maple, and a 9' x 12' skylight was added above the interior stairwell. Show room space totals approximately 6,000 square feet.

Architect

Kubala-Washatco, Cedarburg

Contractors

Jos. Schmitt & Sons, Sheboygan — general contractor; R.C.M. Carpentry — façade

Total Cost

\$500,000 (including acquisition)

For more information, call the Wisconsin Main Street Program at (608) 266-7531.

